

FAIRGROUNDS 2000

Summer Update 2002

In 1996, the Indiana State Fair Commission approved a \$40 million plan to renovate the Indiana State Fairgrounds for the new millenium. This newsletter details the latest renovations taking place.

West Pavilion Renovations Complete!

The major capital project being unveiled at the 2002 Fair is the second phase of work to our West Pavilion. While approximately \$1.8 million was spent prior to the 2001 Fair, an additional \$6.5 million worth of improvements have been added to the building since.



A new lobby adorns the north entrance, and visitors will immediately notice a new concrete floor throughout the building. Perhaps most striking, however, are the windows now surrounding the three levels of the structure's roof, returning it to its original architectural condition. Not only have we remained true to the building's original design, but the natural light now coming in is quite spectacular.

"It's like a renaissance. In the four-and-a-half years I've been in Indianapolis, the Fairgrounds has been transformed visually and functionally, and the mindset of the attendee is changing."

*-- HSI Show Productions President
Todd Jameson*

Home to cattle during the State Fair, this building is one of our most-rented during non-Fair periods. Noteworthy shows held in this building throughout the year include the Christmas Gift & Hobby Show, the Home Show, the Boat, Sport & Travel Show and the Flower & Patio Show. In addition, our commitment to Indiana's livestock during non-Fair periods is certified in this building by its



hosting the Hoosier Horse Fair and the Hoosier Beef Congress.

For Fair purposes and non-Fair purposes alike, we are confident that these improvements will ensure that this building will be used with pride for many years to come!





Greetings from our Commission Chairman



Dr. Gene Sease

To begin on a personal note, I am amazed that four years have passed since I joined the Indiana State Fair Commission. I have just been informed that I have been reappointed to serve a second term, and pledge that the Commission will continue to strive to meet the high standards established over the past decade. I want to thank Governor O'Bannon for his faith in me, and pledge to all of you that I will do everything possible to continue the positive growth of the Fairgrounds.

As has been the case the past several years, Fairgoers will see many areas of improvements when they arrive for this year's Fair. Starting with the renovated Cattle Barn and continuing around the grounds to the new landscaping at the Pioneer Village and Little Hands on the Farm area, I believe visitors will be pleased and proud at what they view for 2002. The pages of this newsletter will detail these improvements in greater detail.

We also have some great entertainment features this year, many of which are free to the public with the cost of a Fair admission. One of our goals continues to be to provide as much family fun as possible once you enter our grounds.

Finally, I would be remiss if I didn't acknowledge the 100th anniversary of 4-H programs...and mention that Indiana's 4-H efforts will celebrate their centennial in 2003. Happy Birthday!

In closing, I hope you find the information enclosed in these pages to be helpful and that you and your family enjoy the 2002 version of the Indiana State Fair.

Gene E. Sease



What people are saying about the West Pavilion Renovations...

"People thought the show looked more beautiful than ever. The lighting and other improvements to the facilities enhanced everything we did, and people really noticed!"
-- Indianapolis Home Show Manager Brent Keller

COMMISSION BONDING AND THE EAST PAVILION

As of mid-July, the Indiana State Fair Commission is putting the finishing touches on a bonding plan that will allow us to continue the tremendous renovation efforts that have taken place at the Fairgrounds over the past several years.

Our intention is to pledge the dollars that we receive from Indiana's riverboats to borrow approximately \$20 million and use these proceeds to fund the completed West Pavilion improvements, as well as rebuild the Draft Horse Barn (East Pavilion). The goal is to have the building in service by the Boat, Sport & Travel Show in February of 2004.



As we did with the Blue Ribbon Pavilion, the Draft Horse Barn will be nearly taken down to the ground and rebuilt as a modern, multi-purpose facility. We are currently meeting with our current customers, livestock and non-livestock alike, to determine their needs and work toward a plan that best serves everyone's interests.

The new building will connect to the Blue Ribbon Pavilion immediately to its south, thus giving the Fairgrounds the potential of offering 130,000 square feet of first-class space for our year-round renters, as well as providing top quality accommodations for sheep, goats and horses for many Fairs to come!

The remaining dollars from this bond issue can be dedicated to any number of unfinished projects from our Fairgrounds 2000 facility master plan. The Commission would like nothing better than to dedicate as many dollars as possible to begin some much needed improvement work to the 4-H Exhibit Hall and Dormitory complex.





LANDSCAPING AND OTHER IMPROVEMENTS

The last several years have seen dramatic improvements in landscaping and public access throughout the Fairgrounds, and 2002 will be no different. Some of the areas to observe include:

1. A new plaza entry connecting Little Hands on the Farm and Pioneer Village is the landscaping focal point for the year. This is an \$815,000 project done in conjunction with INDOT as a federal ISTEA project. These two very popular areas near turn two of our race track now share a common entrance that not only includes new sidewalks, but also more shade, landscaping and places to sit...all features that fairgoers have voiced strong support for over the past several years. This entrance is easily identifiable; it's a 23-foot limestone structure in the shape of a silo.



No Fair programming has been displaced due to these improvements, and the Pioneer Village area actually is able to incorporate a few new features because of this configuration, which includes new lighting, a new sound system, decorative display areas and increased concession space. This improvement caps off a series of projects that date back to 1999, including the new FFA Pavilion, the new renovated DNR building and Gate 12 Boulevard. All are geared towards making the north side of the grounds far more pleasing and accessible to our visitors.

2. Capitalizing on the popularity of the State Fair Gardens outside of the Marsh Ag/Hort Building introduced in 2001, a secondary midway entrance has been added between turns three and four of our racetrack. This improvement is being paid for by Farrow's Amusements, our midway operator, and underscores their ongoing commitment to the success and improvements of the Indiana State Fair. Also, a new plaza area will be located across the road from this new entrance, adjacent to the west tunnel underpass.

3. New sidewalks and landscaping fill both sides of our main boulevard from the enclosed gazebo south to 38th Street. New lights and concession hookups are also part of improvements to this area.

Fairgoers should discover the new sidewalk that extends west from this boulevard between the Home and Family Arts Building and the Hook's Historic Discovery & Learning Center. Complete with a new plaza that can be used for seating as well as an additional site for performers, this access will now create a gateway to the two buildings along our western border, the Senior Citizen's Building and the Poultry Barn.

Finally, please take note of the two plazas along the main road on the north that were introduced last year. The plantings are much fuller now, and both are very distinctive and dignified additions to the grounds. The Western Plaza, across from the FFA building, will be named THE CROSSROADS PLAZA PRESENTED BY INDOT to acknowledge the significant contributions that the Indiana Department of Transportation has made to the Fairgrounds over the past several years. This dedication will take place on Thursday, August 15.



*For more information on Fairgrounds 2000, please call (317) 927-7524
or check out our website at www.indianastatefair.com*